

**AltMeat**

# 2022 EDITORIAL OVERVIEW

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**TRUSTED**

TRUSTED BY  
READERS AND MARKETERS



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EXPANDING TO  
SIX ISSUES IN 2022

## THE ONLY BRAND DEDICATED TO THE ALT-MEAT INDUSTRY

Alt-Meat is the only multimedia brand covering a myriad of topics in the meat alternatives industry from a business point of view. It is for pure-play alternative meat producers—plant-based and cultivated, and meat processors expanding their reach into the meat alternatives area. Many of these forward-thinking meat processors are deeply immersed in this burgeoning niche through investments, acquisitions and start-ups. Some meat processors are co-packing for new brands, while others are launching their own initiatives.

Our coverage of the meat alternatives industry includes business and financial updates, best practices, scientists, visionaries and entrepreneurs to watch, regulatory updates and more. Our award-winning team of journalists and highly respected contributors have the knowledge and experience to cover this emerging industry in depth, with perspective and strategic analysis.



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### 2022 EDITORIAL SCHEDULE

PUBLISHING DATE	AD CLOSING	MATERIALS DUE
<b>FEBRUARY</b>	December 27, 2021	January 7, 2022
<b>APRIL</b>	February 22, 2022	March 4, 2022
<b>JUNE</b>	April 26, 2022	May 6, 2022
<b>AUGUST</b>	June 28, 2022	July 8, 2022
<b>OCTOBER</b>	August 23, 2022	September 2, 2022
<b>DECEMBER</b>	October 25, 2022	November 4, 2022

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### TOP STORIES OF 2021

Here's a sample of the stories that helped readers keep up with a fast-changing industry.

- **A FUTURE VINTAGE** To Aleph Farms' Didier Toubia, cultivated and harvested meats are like different types of good wine.
- **BETTER THAN MEAT** Blended products do more than help die-hard meat-eaters get vegetables into their diets.
- **FORECAST: SUNNY, WITH A CHANCE OF ALT-MEATBALLS** Futurist Jack A. Bobo warns alt-meat makers and marketers that they'll have to weather the challenges of fast-paced growth.
- **CAN 'RHIZA' SAVE THE PLANET?** Paul Shapiro founded The Better Meat Co. in order to shift his evangelism into action.
- **STORYTELLERS** It takes more than numbers and science to make it in this sector. As AgFunder's Rob Leclerc explains, it takes someone who can tell the whole story.
- **THE NEXT ITERATION** v2food's Nick Hazell isn't designing the Next Big Thing in alt-meat companies; he's designing the future of the alt-protein industry.
- **BECAUSE WE ALL LOVE BACON** Mycelium is coming up fast on the outside in the race to become a predominant factor in the alt-meat industry.
- **VEGGIE GURU** Wageningen University's Laurice Pouvreau has been teasing protein from plants since way before it was the cool thing to do.
- **BUILDING BLOCKS** Matrix Meats' Eric Jenkusky and Jed Johnson explain how their technology – and their business plan – are poised to help feed the world.

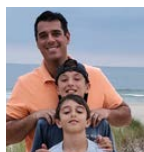
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### SALES CONTACTS

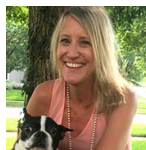
Ask your account manager about building your brand with Alt-Meat as well as with Meatingplace and CarneTec in the North American and Latin American meat industries.



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